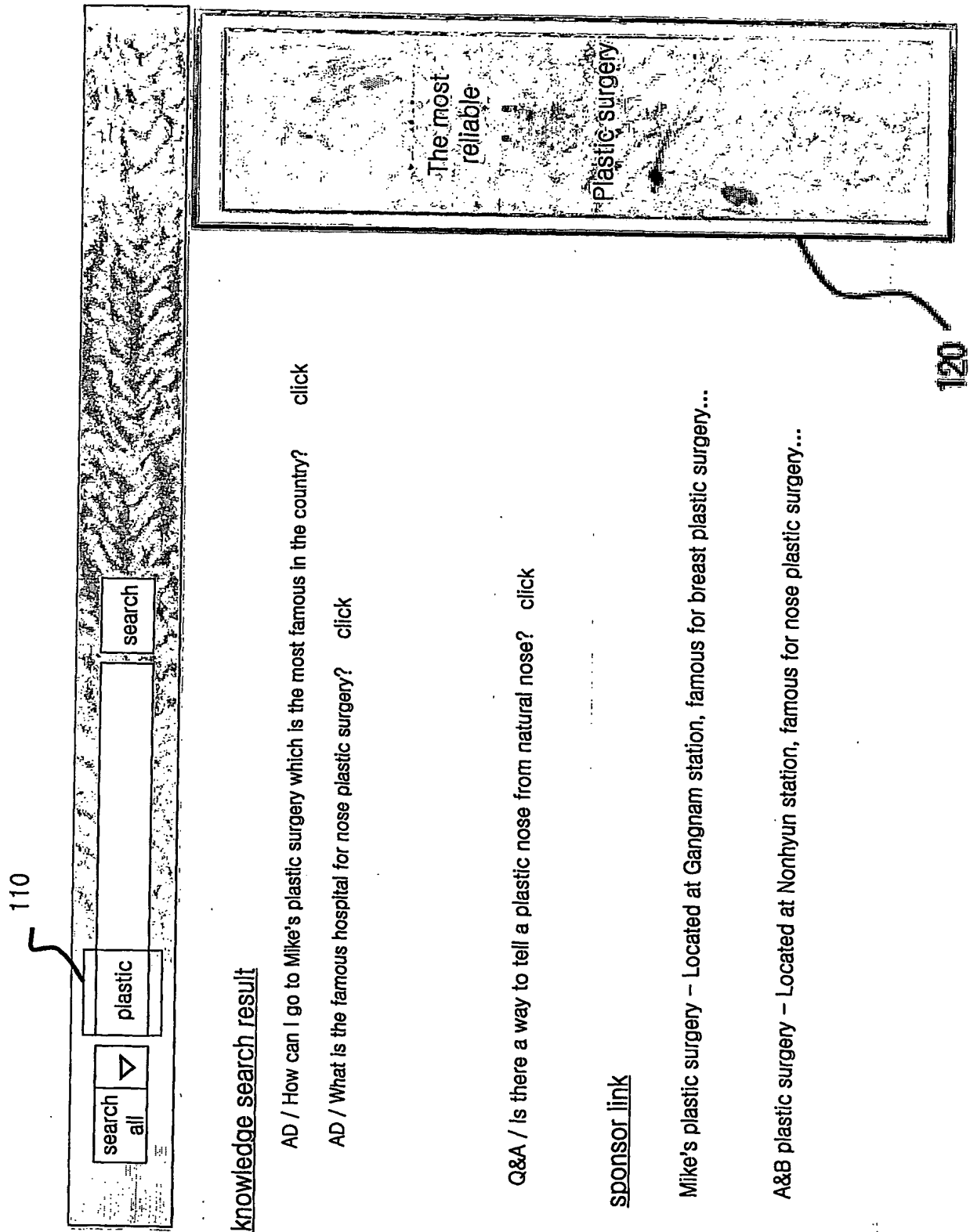


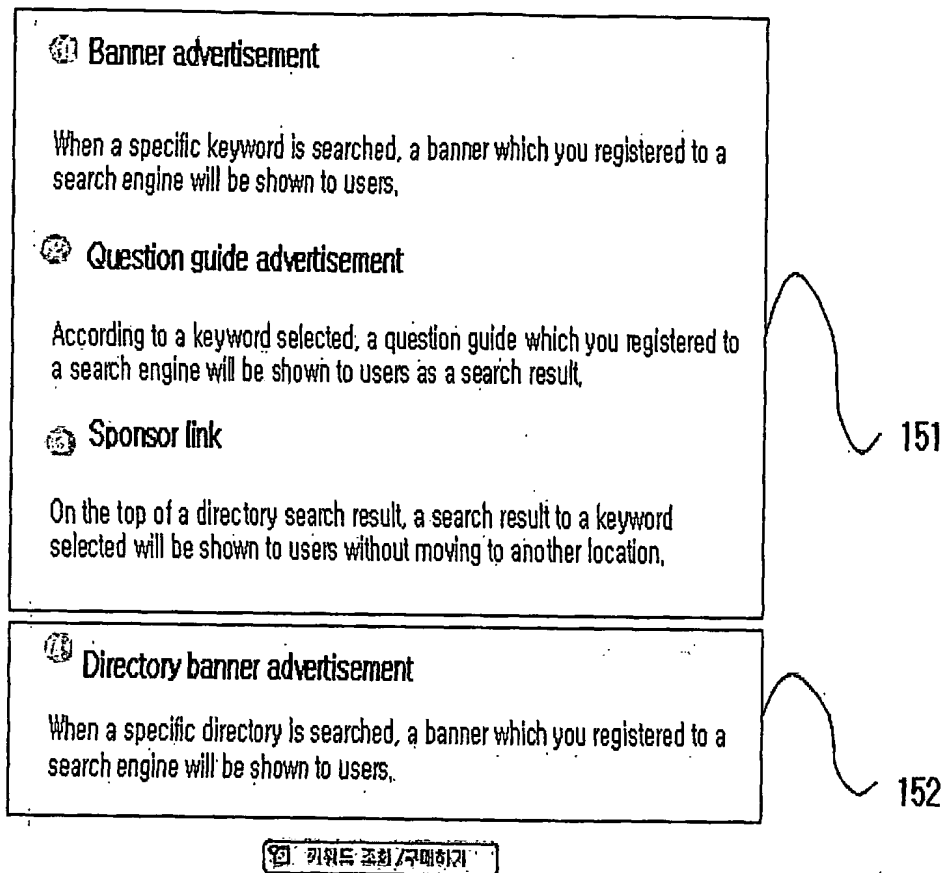
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FIG. 1a



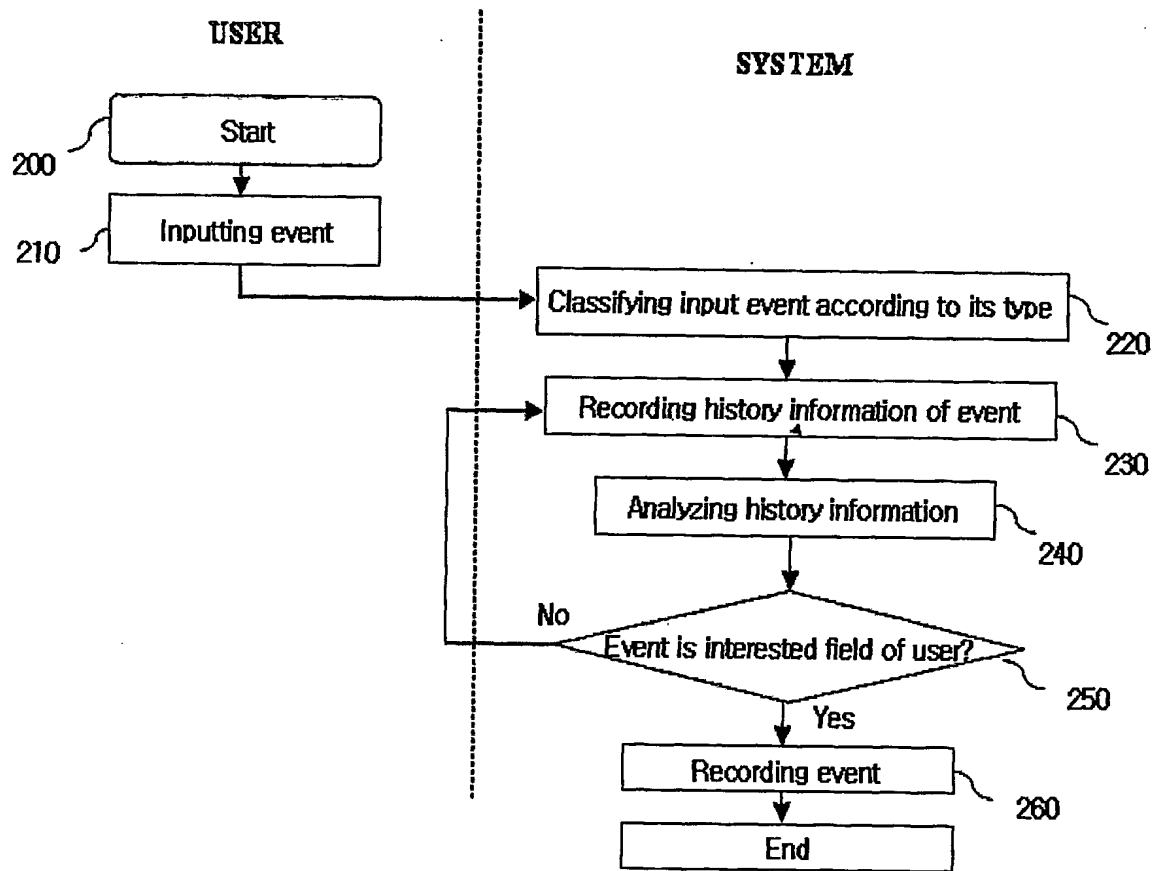
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FIG. 1b



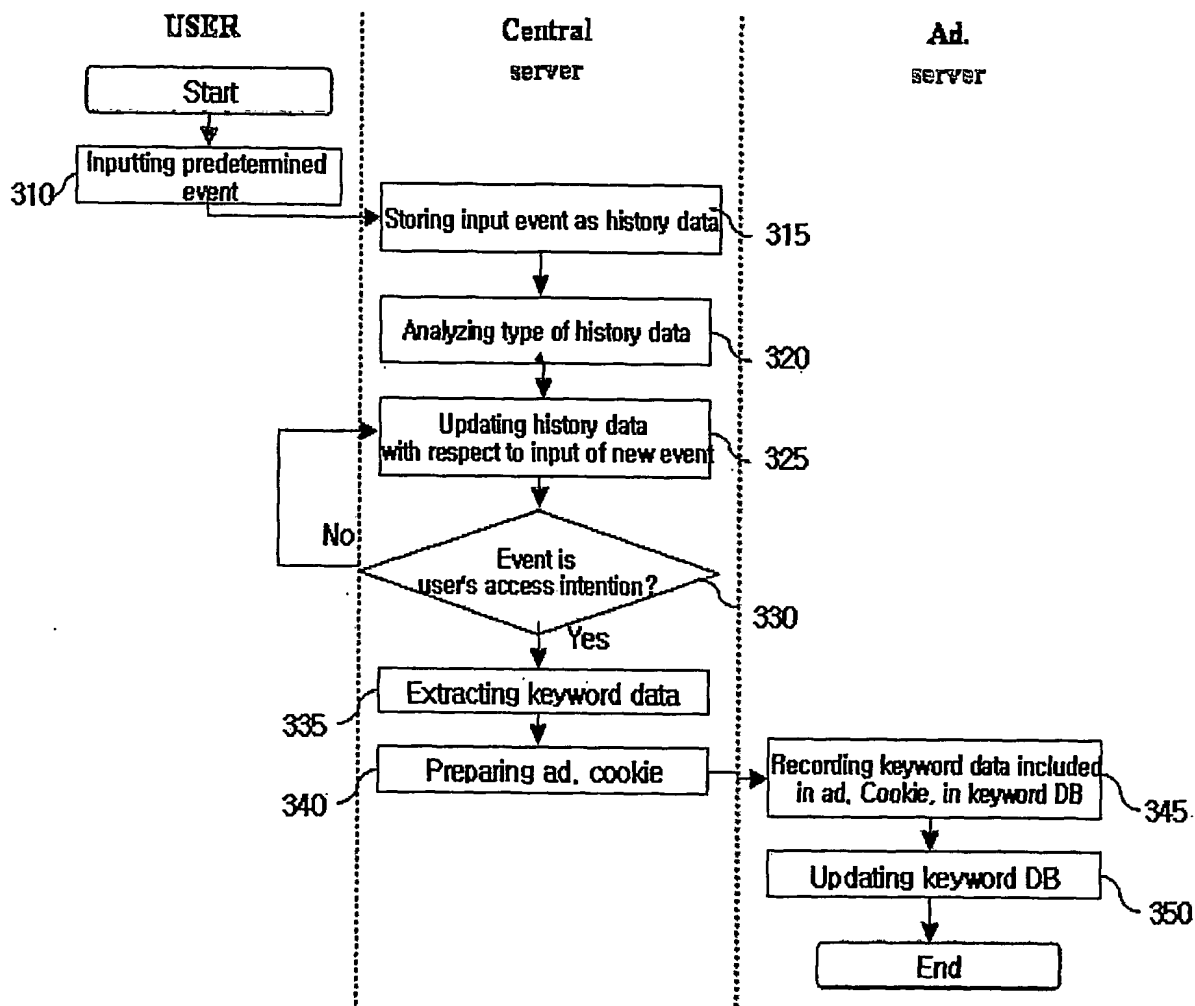
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FIG. 2



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FIG. 3



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FIG. 4

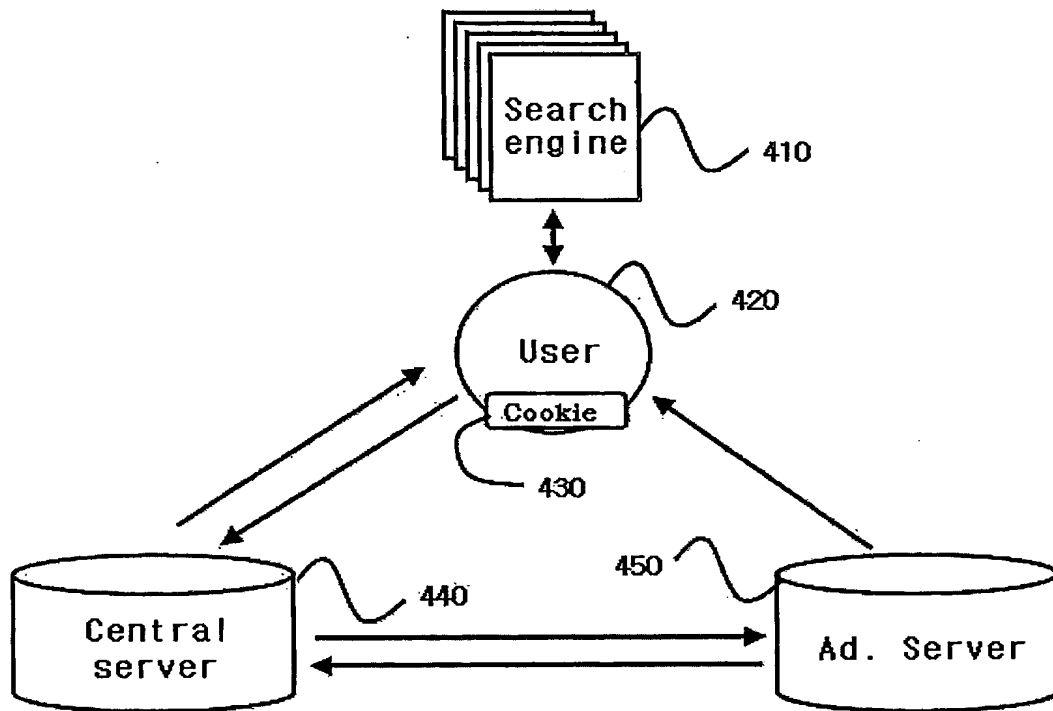
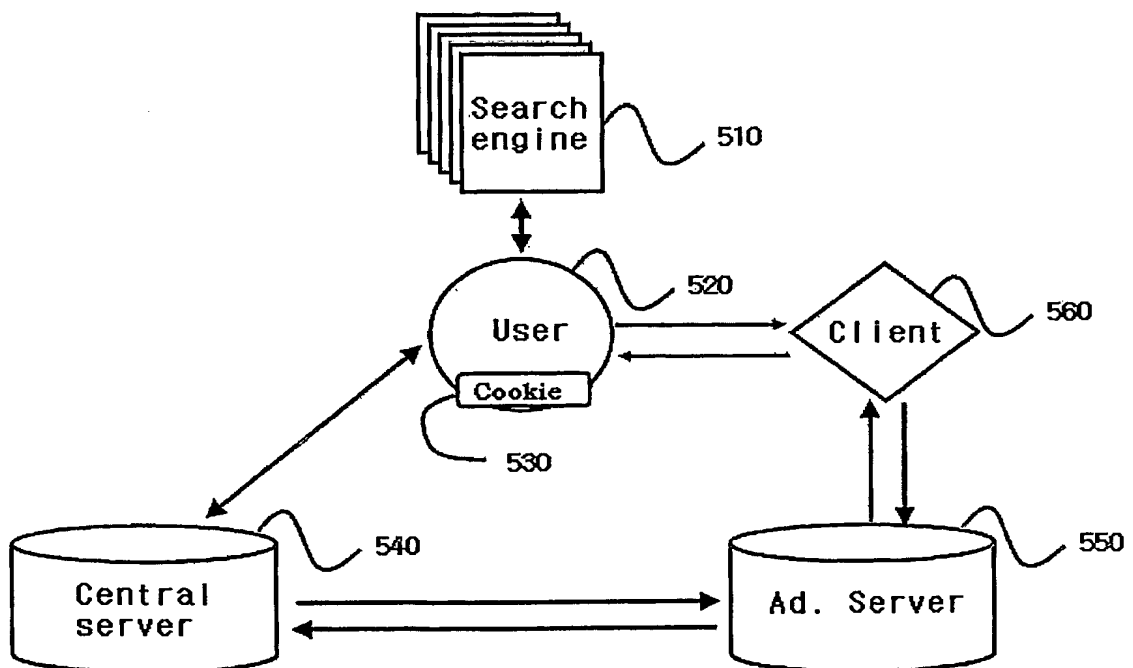
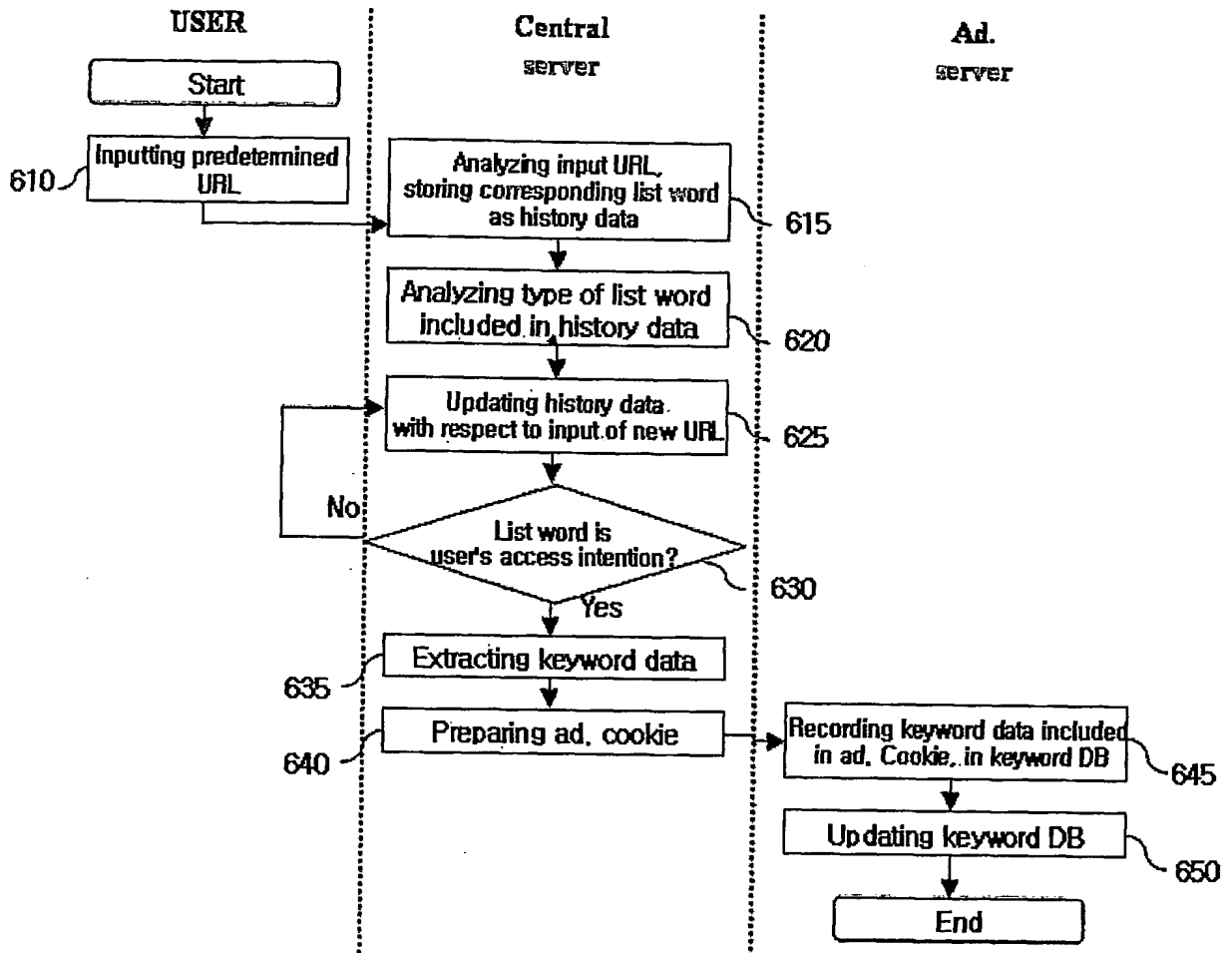


FIG. 5



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FIG. 6



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FIG. 7a

⑤

Keyword plus banner advertisement

- When a user who has searched a specific keyword searches another keyword, a banner which you registered to a search engine will be repeatedly shown to the user.
- Since an ad. banner is repeatedly shown to a user, the user need to see the ad. Banner at all times.

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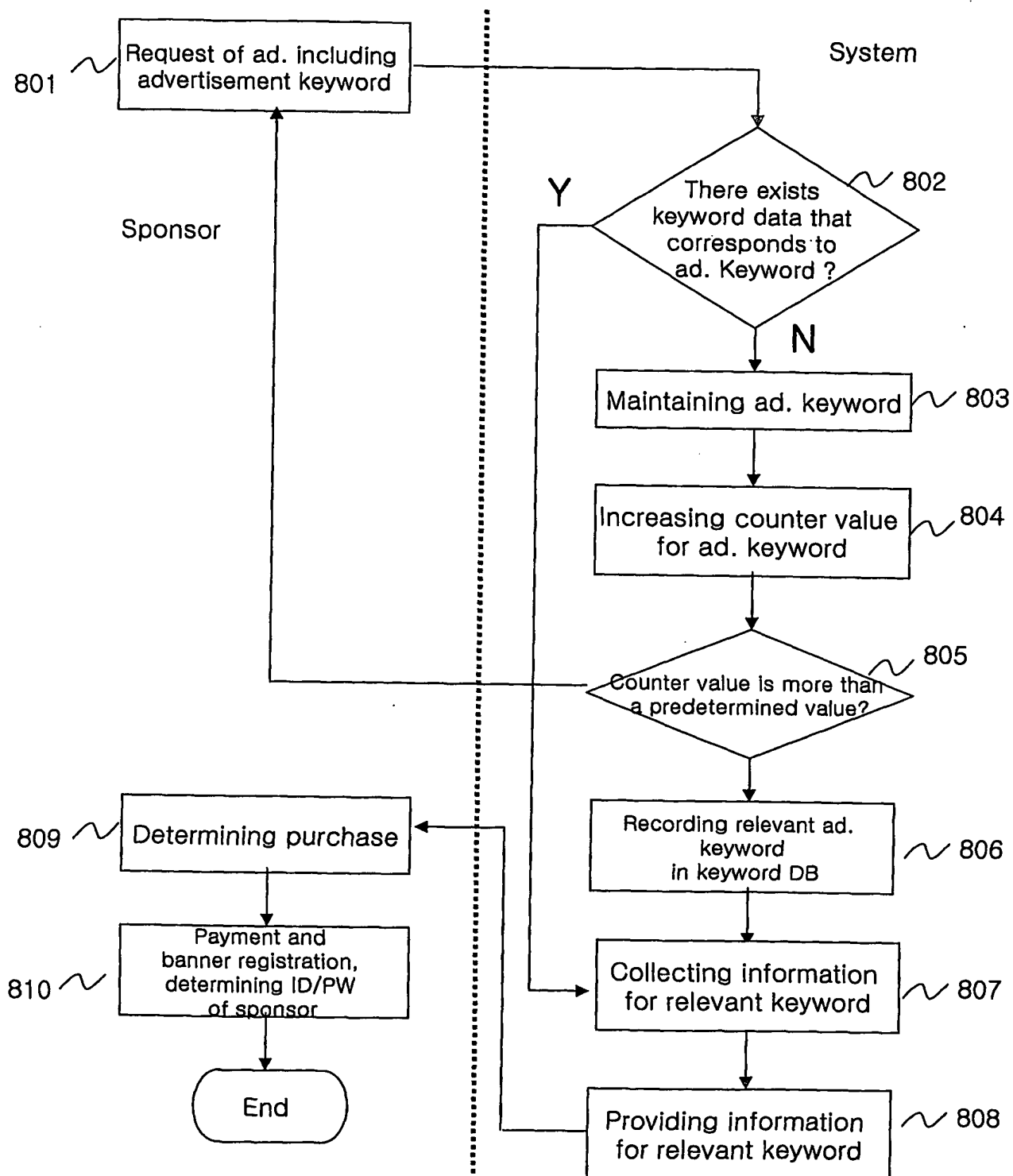
FIG. 7b

Keyword plus banner advertisement

| Keyword | Purchase status | Contract period | Unit price per month | Expected number of possible impressions |
|--|--------------------|---------------------------|----------------------|---|
| Flower delivery | Purchase completed | 2002-04-07~ 2002-07-08 | 428,000 | 32,000 |
| Flower service | Purchase completed | 2002-04-07~ 2002-07-08 | 150,000 | 3,600 |
| Flower delivery on-line consulting | Purchase possible | - | 100,000 | Less than 2000 |
| Flower delivery shopping mall | Purchase possible | - | 100,000 | Less than 2000 |

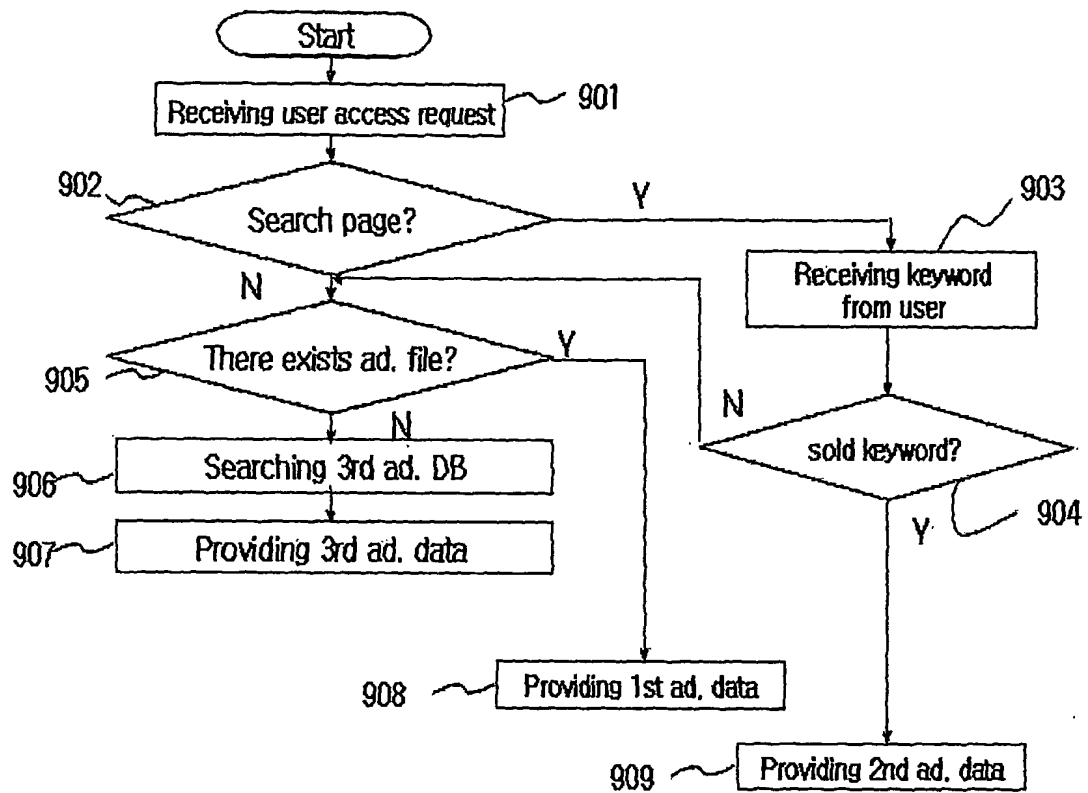
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FIG. 8



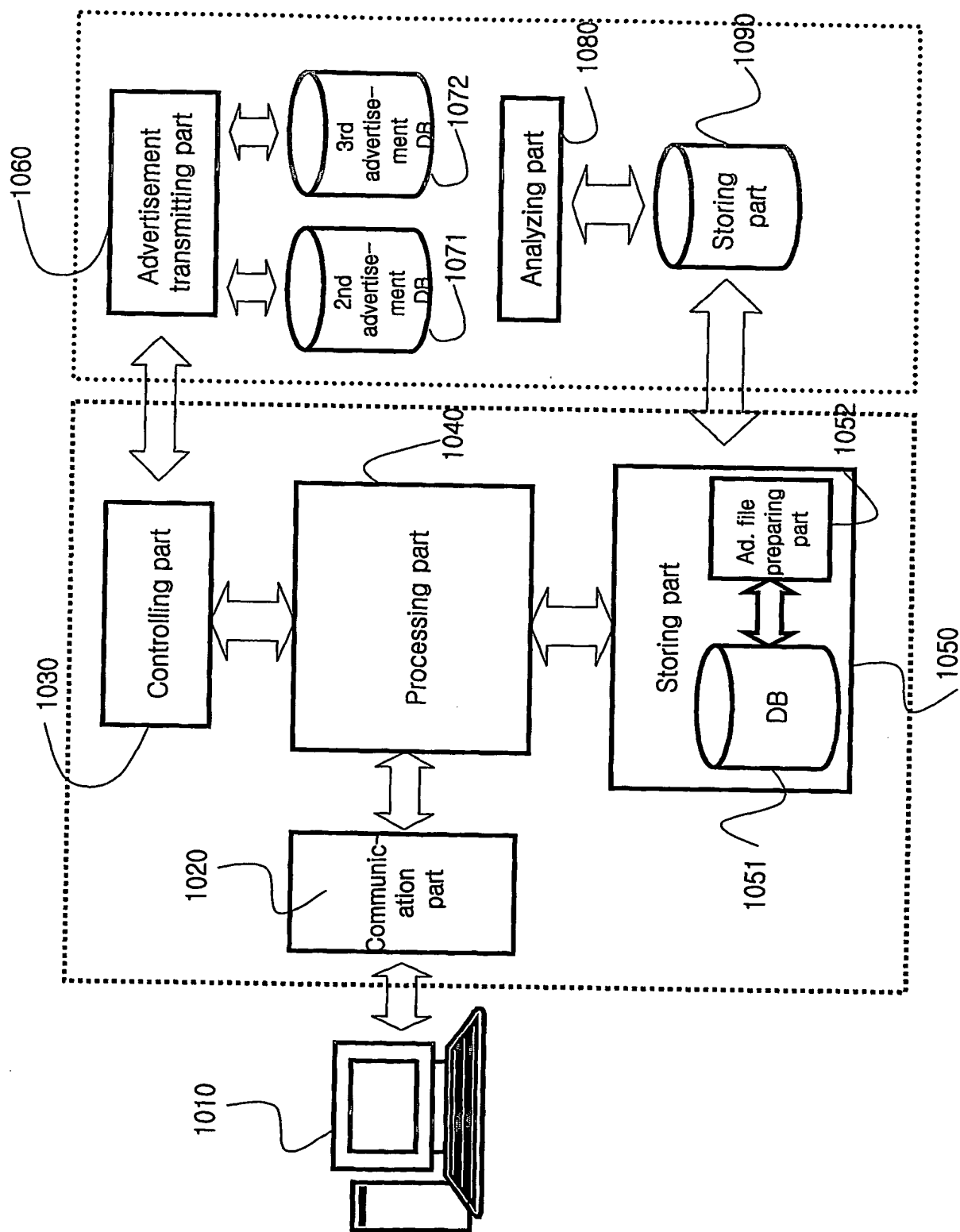
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FIG. 9



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FIG. 10



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FIG. 11

